

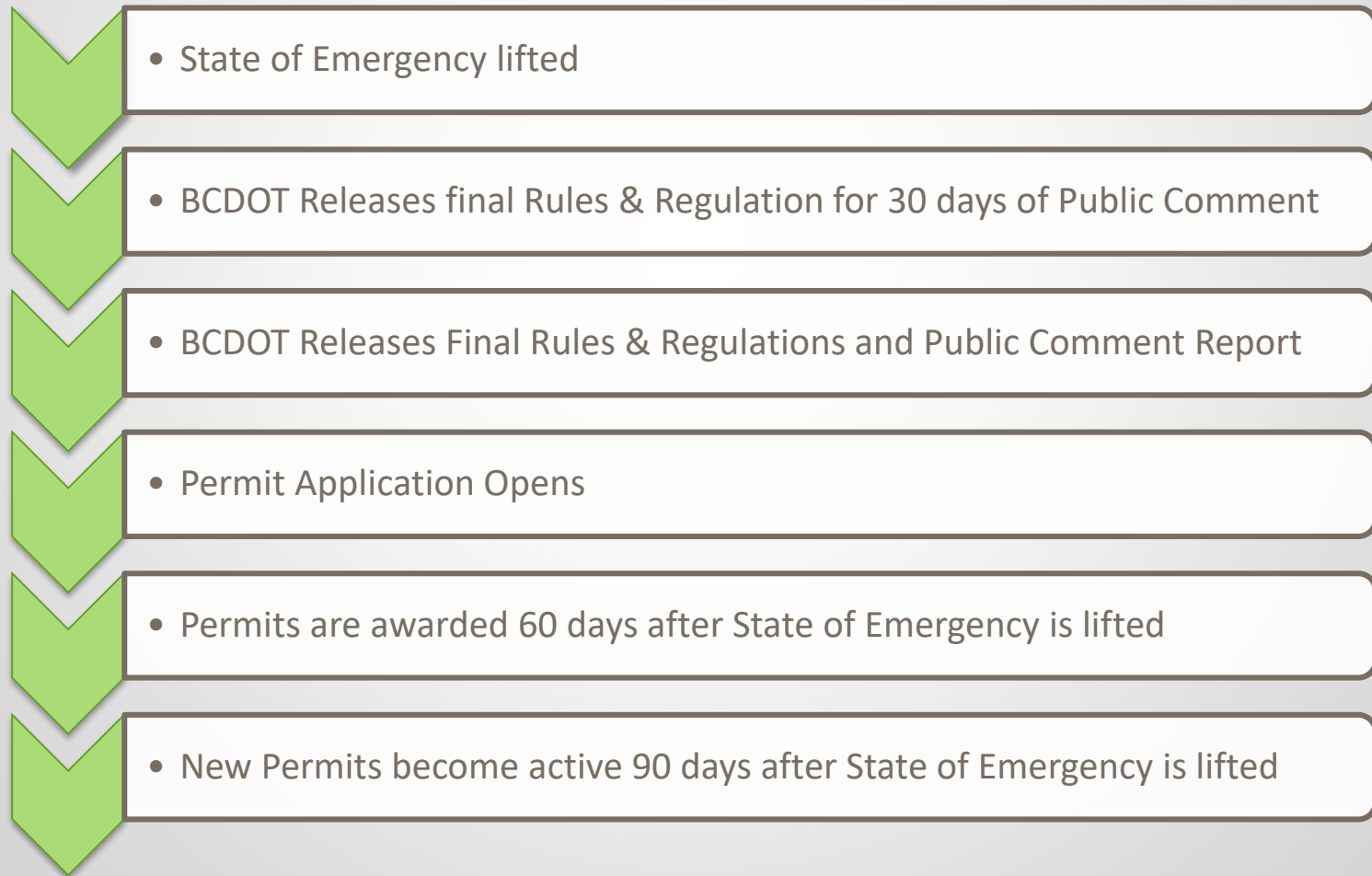
Dockless Vehicle Committee



March 10, 2021

Permit Updates

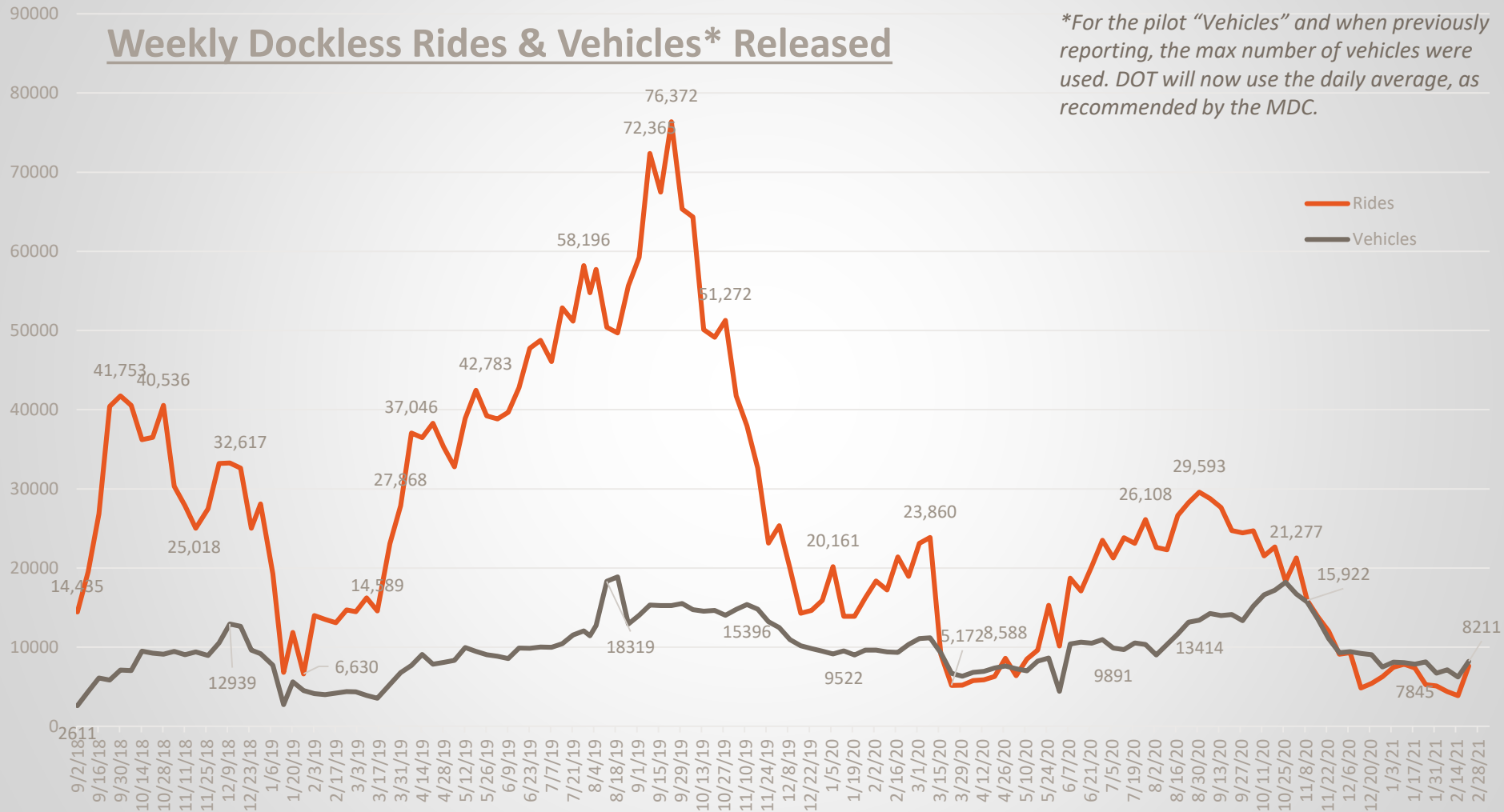
The current permits are automatically extended as long as we are in a State of Emergency, per Governor Hogan's Executive Order. Once the State of Emergency is lifted, BCDOT will initiate a new permit cycle following this timeline:



Data Updates

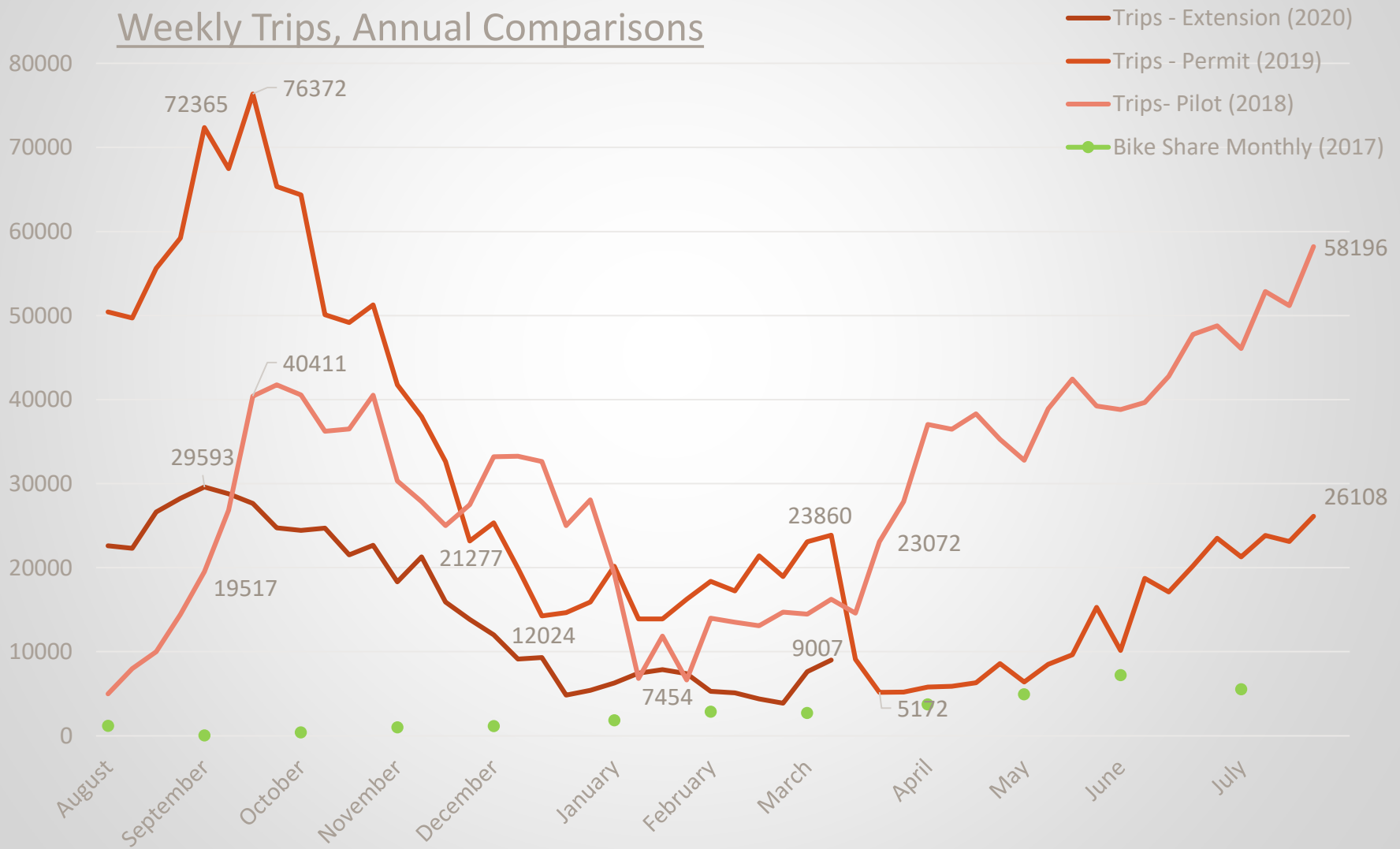
Weekly Dockless Rides & Vehicles* Released

**For the pilot "Vehicles" and when previously reporting, the max number of vehicles were used. DOT will now use the daily average, as recommended by the MDC.*



Data Updates

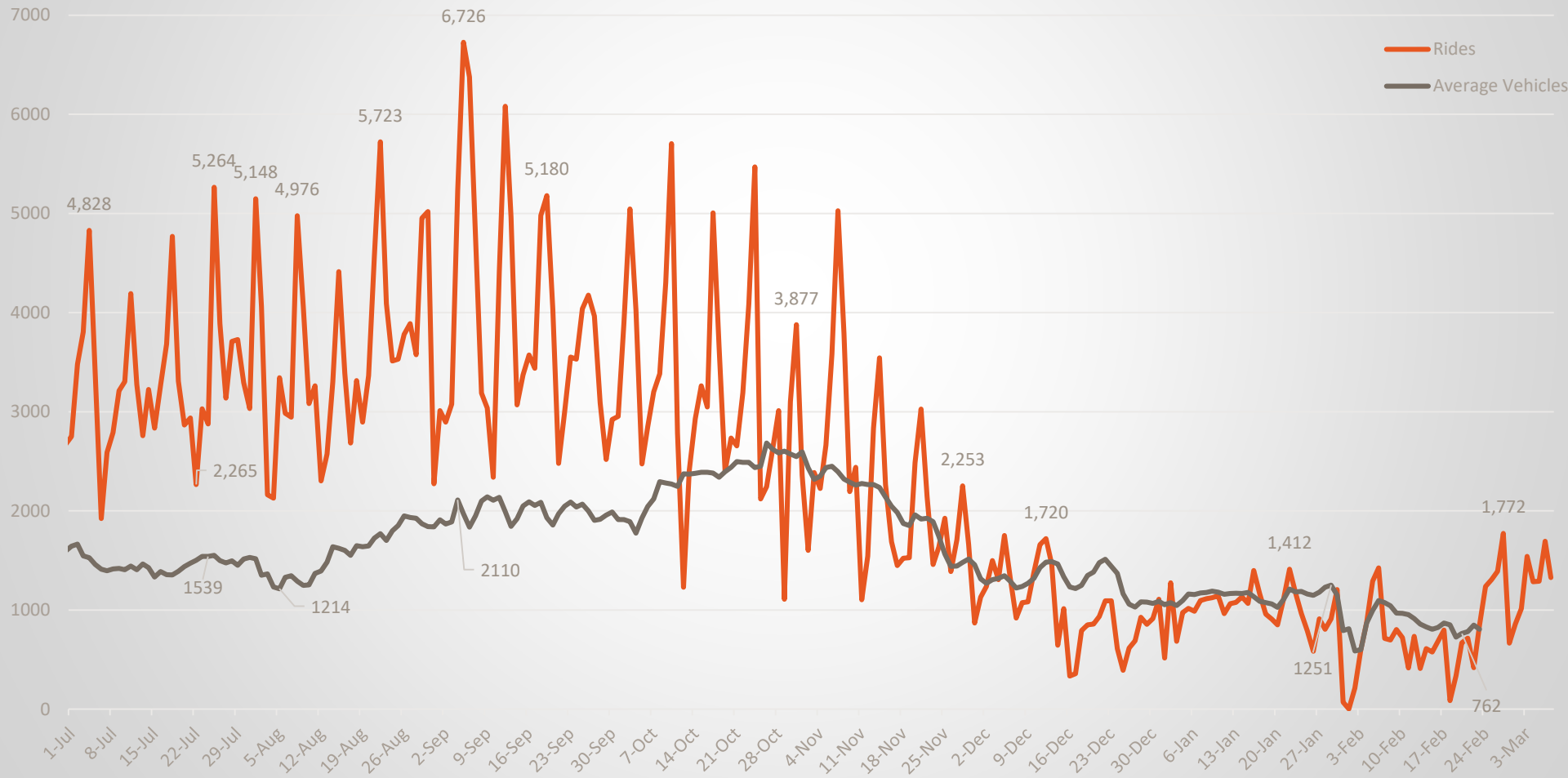
Weekly Trips, Annual Comparisons



Data Updates

Daily Average Vehicles Deployed* and Total Daily Trips

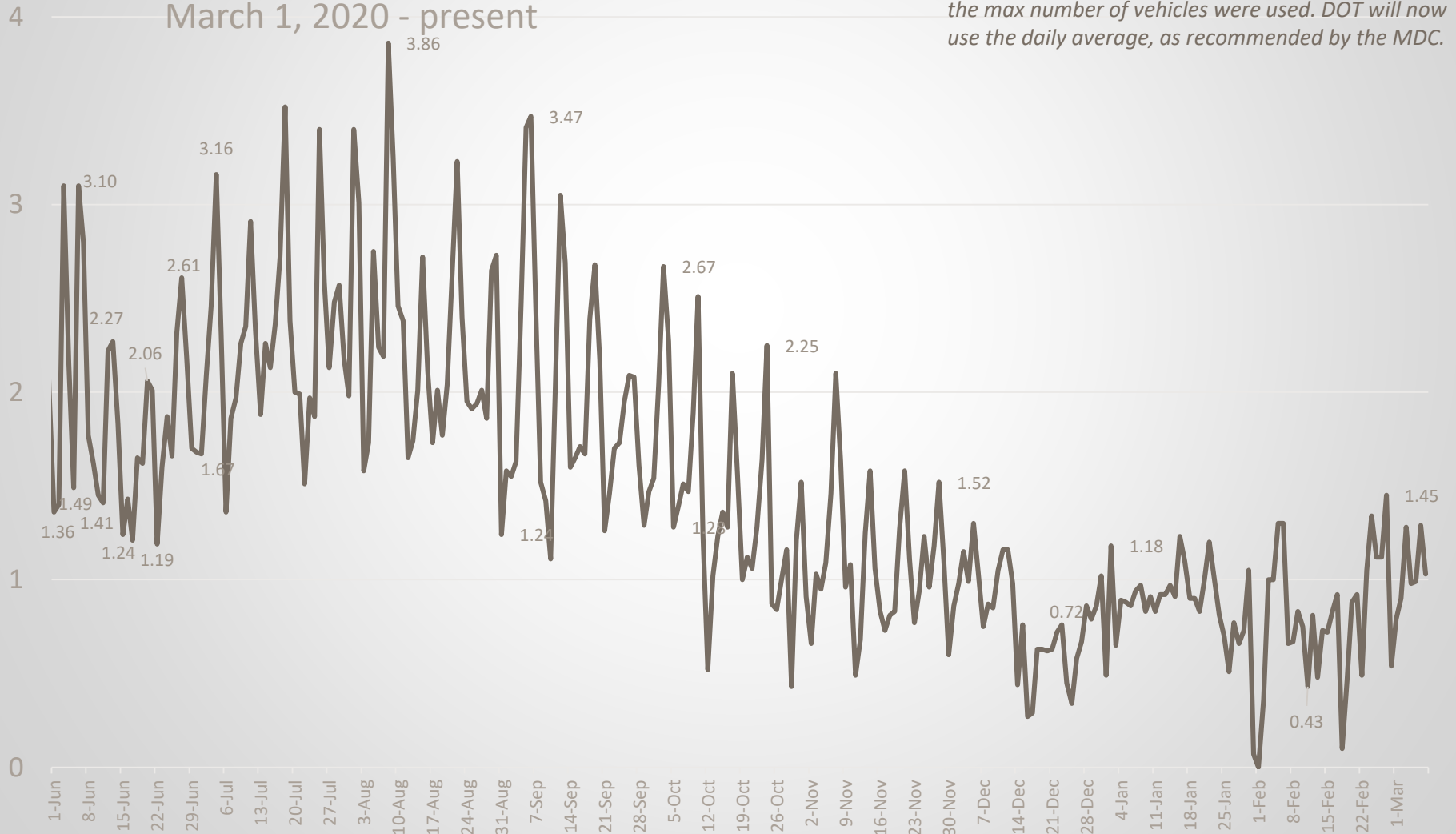
**When previously reporting "Vehicles" the max number of vehicles were used. DOT will now use the daily average, as recommended by the MDC.*



Data Updates

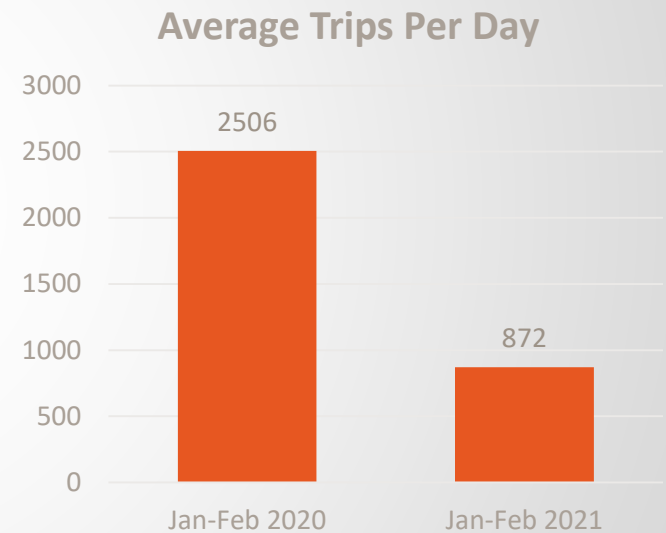
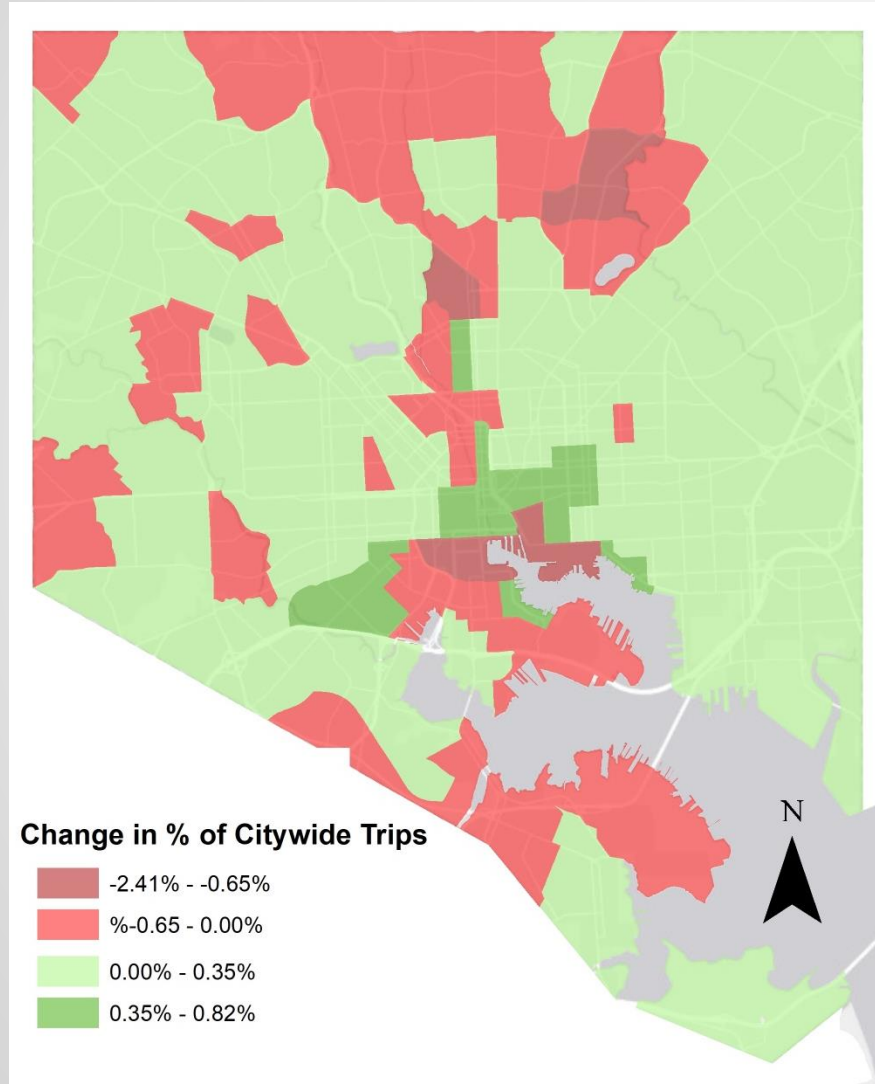
Rides Per Vehicle Per Day*

March 1, 2020 - present



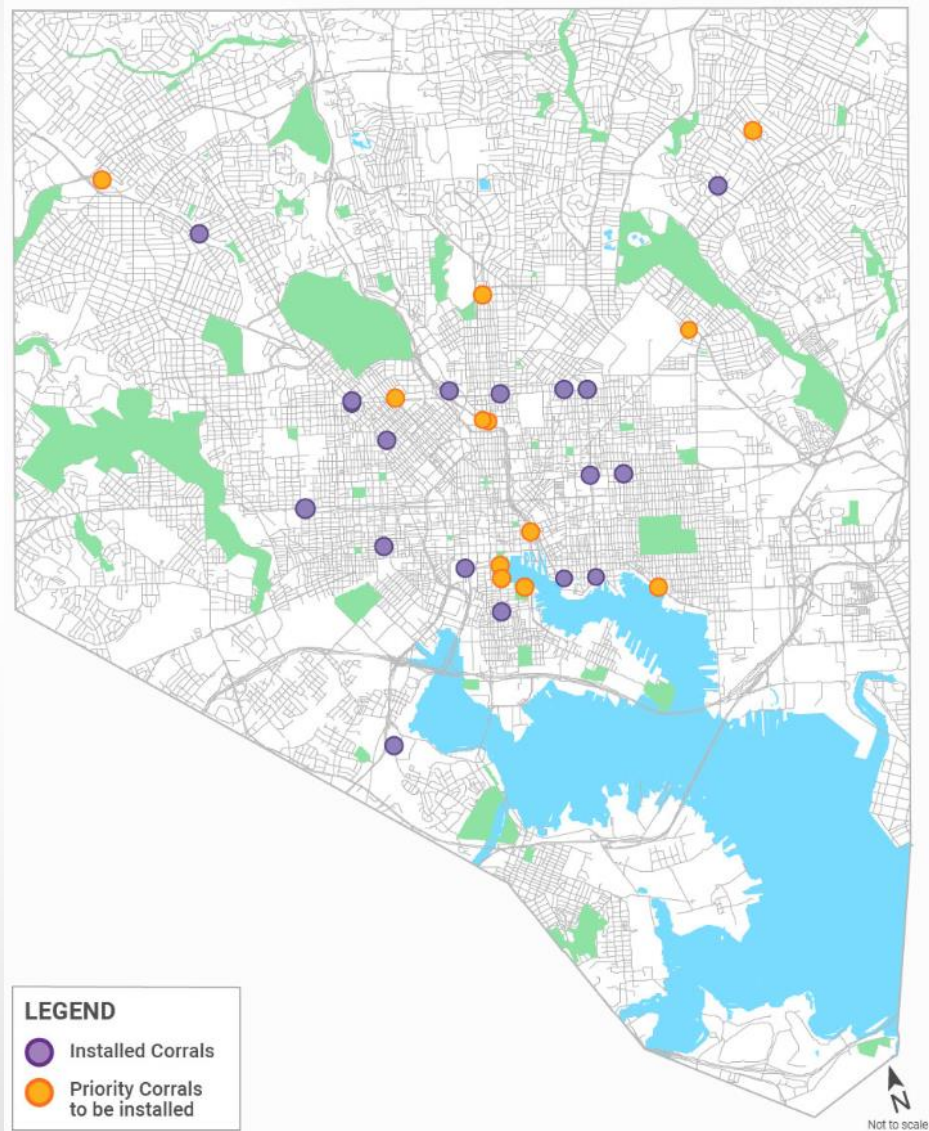
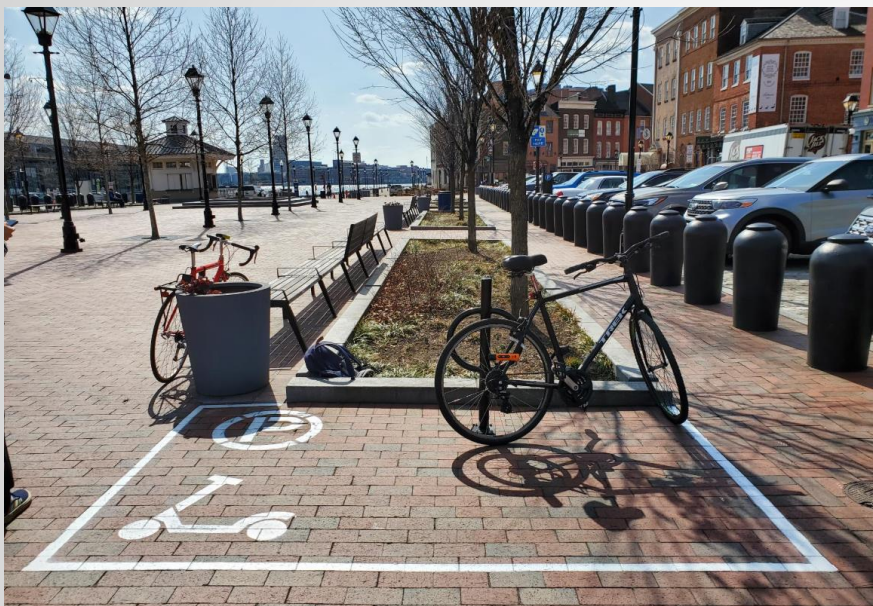
**When previously calculating and reporting the RPVD the max number of vehicles were used. DOT will now use the daily average, as recommended by the MDC.*

Data Updates



DOT Updates

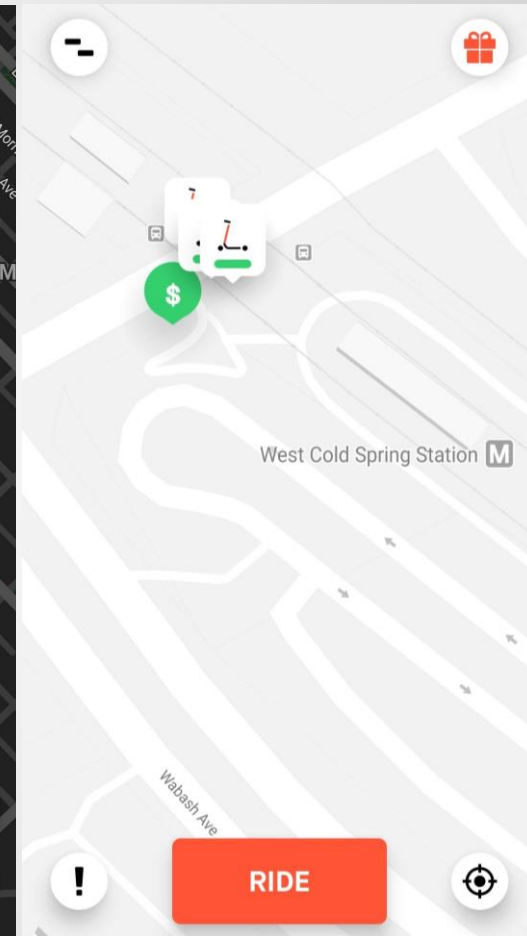
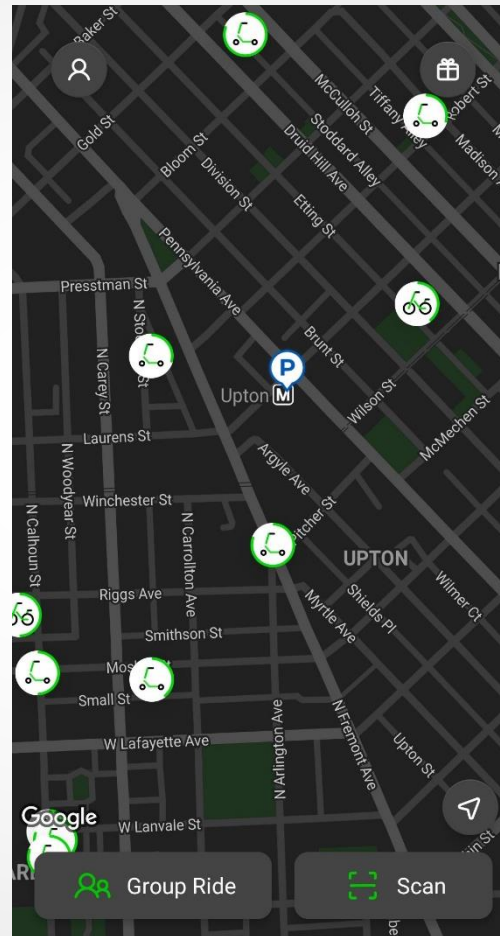
Corral Installation



DOT Updates

Corral Installation

- Now LIVE in Spin and Lime apps
- Press Release
- Public Service Announcement
- New Bike and Scooter Parking Webpage
- Bike and Scooter Parking Manual



DOT Updates

Request for Interest
Transit Bureau Event Sponsorship Program
Responses due Friday April 16, 2021

On Citibuy:

Bid Solicitation: B50006191

<https://www.baltimorecitibuy.org/bsa/external/bidDetail.sdo?bidId=B50006191&parentUrl=activeBids>

- 1. Organizational outreach-** Develop a list of local community organizations which host events and strategies to spread awareness to additional community organizations
- 2. Event Selection** - Create a fair, equitable, and easily accessible application for community organizations
- 3. Coordination logistics** - Develop and coordinate a standard menu of DOT sponsorship options for community organizations (i.e. monetary or in kind- tables, food, space rental, giveaways, up to a certain value) which will be seen as a value-add to local Baltimore City community organizations
- 4. Event Attendance** - Attend sponsored events with DOT staff or contractors.

Outcomes from this Event Sponsorship Program will include:

- Updated contact lists for all local organizations who engaged in the sponsorship program
- Sponsorship application form
- Rubric and scoring of applications
- Close out reports after each event which include responses or sign-ups for DOT projects or programming

Case Study

Existing Outreach Programs to promote safe riding and access pass sign-ups

Virtual Outreach	In - App	Required: -Pop up messaging - Safety tips and laws listed
	Incentives	Spin: - Safe Digital Quizzes - \$5 off - Preferred Parking - \$.50 off
	Online Events	Lime: - First Ride Academy online - Next course Thursday 3/11 6pm
In Person Outreach	Host an event	- Lime: Bike launch event - In Development: Bike testimonial events
	Events with specific Groups	- Spin: Events with Universities, Everyday Heroes (through work places) - Lime: Events with ULI, Bikemore - In Development: Pop-up events for Bike testimonials and construction projects
	Attendance at events	- Displays at large events: Artscape, Bird staff at game days, parking at Light City - In Development: Sponsorship program for small events

Case Study

Houston B-Cycle Bikeshare

- 12-member volunteer Ambassador Program
 - Host events and rides, Table at community events, free BCycle membership for Ambassadors

Philadelphia Indego Bikeshare

- Access Pass marketing
- Online and in-person courses hosted with partners, cover a range of topics from riding to technology literacy
- Community Ambassadors

DC – Cabi Bikeshare and Dockless Permits

- Advertising and Marketing left to Lyft for Cabi and Permit Holders for Dockless.
- Dockless and Cabi: Central website for all commuting options and discounted options– godcgo.com
- Cabi: Community Partners is a network of over 30 different partners to link their need-based clientele with discounted memberships

Atlanta – Relay Bikeshare and Dockless Permits

- Bike Share: Multi-partner training and promotion team for its Westside Atlanta Bike Champions program: local bicycle-focused advocacy and community groups.
- Dockless: Event planning assistance, online materials

Other Scooter Examples

- Razor: Campus Ambassadors
- Norfolk: Lime BiD
- Alexandria: Task Force similar to DVC with added expectations of community outreach

Action Items

Data/Analysis Requests?

Community Announcements?

Next Meeting Date:

- April 14

Dockless Vehicle Video PSA

